



U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS

FORM  
**RT-5902**

**1997 ECONOMIC CENSUS**  
**LIQUOR, TOBACCO, NEWSSTANDS**

OMB No. 0607-0826: Approval Expires 08/31/99

**DUE DATE** **FEBRUARY 12, 1998**

If you have questions about completing this report, please call or write the Census Bureau. In any communication, be sure to refer to the 11-digit Census File Number (CFN) printed in the label to the right. Please return your completed report to:

BUREAU OF THE CENSUS  
1201 East 10th Street  
Jeffersonville, IN 47134-0001

Toll-free assistance, 8:00 a.m. to 8:00 p.m., eastern time, Monday through Friday:

1-800-233-6136

*Please read the accompanying instructions before answering the questions.*

**Census use**

**RT-5902**

(Please correct any errors in name, address, and ZIP Code.)

**YOUR RESPONSE IS REQUIRED BY LAW.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by Census Bureau employees and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

**Item 1. EMPLOYER IDENTIFICATION NUMBER**  
**Is the Employer Identification Number (EIN) shown in the label the same as the one used for this establishment on its latest 1997 Employer's Quarterly Federal Tax Return, Treasury Form 941?**

094 1 ☐ Yes 2 ☐ No – Report current EIN below

(9 digits)

**Item 2. PHYSICAL LOCATION**

**a. Is this establishment's physical location the same as the address shown in the label?** (P.O. box and rural route addresses are not physical locations)

093 1 ☐ Yes 2 ☐ No – Report physical location below

Number and street

City, town, village, etc.

State

ZIP Code

**b. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?**

095 1 ☐ Yes 3 ☐ No legal boundaries  
2 ☐ No 4 ☐ Do not know

**c. In what type of municipality is this establishment physically located?**

096 1 ☐ City, village, or borough  
2 ☐ Town or township  
3 ☐ Other – Specify  
4 ☐ Do not know

**d. In what county (e.g., Dade County) is this establishment physically located?**

**Item 3. OPERATIONAL STATUS**

Number of months

**a. How many months during 1997 was this establishment actively operated?**

002

**b. Which of the following best describes this establishment's status at the end of 1997? Mark (X) only ONE box.**

001 1 ☐ In operation  
2 ☐ Temporarily or seasonally inactive  
3 ☐ Ceased operation – Give date at right  
4 ☐ Sold or leased to another operator – Give date at right AND enter name, etc., below

Figures only

Month

Year

Name of new owner or operator

Number and street

City

State

ZIP Code

**HOW TO REPORT DOLLAR FIGURES**

Dollar figures should be **rounded** to **thousands** of dollars.

**Example:** If a figure is **\$1,125,628.79** report

• **Preferred**

*Acceptable*

Mil-  
lions  
(000)

Thou-  
sands  
(000)

Dol-  
lars  
(000)

**1**

**126**

1

125

629

**Item 4. DOLLAR VOLUME OF BUSINESS**

Mil.

Thou.

Dol.

**Sales of merchandise and other operating receipts for 1997** (Include excise taxes)

010

**Item 5. PAYROLL**

Mil.

Thou.

Dol.

**Payroll in 1997, BEFORE DEDUCTIONS**

030

**a. Annual**

031

**b. First quarter (January–March)**

**Item 6. EMPLOYMENT**

Number

**Number of paid employees for pay period including March 12, 1997** (Include both full- and part-time employees)

032

**Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS**

**a. Kind of business**

**What was this establishment's PRINCIPAL kind of business in 1997? Mark (X) only ONE box.**

070

Liquor store . . . . . ☐ 5921001  
Beer, wine, liquor store . . . . . ☐ 5921003  
Retail beer distributor . . . . . ☐ 5921004  
Bar . . . . . ☐ 5813002  
Cigar store, cigar stand . . . . . ☐ 5993001  
Pipe and tobacco store . . . . . ☐ 5993002  
News dealer, newsstand . . . . . ☐ 5994001  
Convenience food store . . . . . ☐ 5411201  
Grocery store . . . . . ☐ 5411501  
Gift, novelty, souvenir store . . . . . ☐ 5947001  
Book store, general . . . . . ☐ 5942101  
Other kind of business – Describe . . . . . ☐ 7777777

ITEM 7 CONTINUED ON PAGE 2

**PENALTY FOR FAILURE TO REPORT**

**CONTINUE ON PAGE 2**

<div>Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS – Continued</div> <div>b. Selling characteristics</div> <div>1. In what format did this establishment PRIMARILY sell in 1997? Mark (X) only ONE box.</div> <div>068</div> <div><div>From physical displays of priced merchandise . . .</div><div>1</div><div></div></div> <div><div>From a counter (little or no display) . . . . .</div><div>2</div><div></div></div> <div><div>From a warehouse or office . . . . .</div><div>3</div><div></div></div> <div><div>Other – Describe . . . . .</div><div>4</div><div></div></div> <div>2. How did this establishment PRIMARILY attract new customers in 1997? Mark (X) only ONE box.</div> <div>069</div> <div><div>Location and store attractiveness . . . . .</div><div>1</div><div></div></div> <div><div>Advertising to the general public, including direct mail advertising . . . . .</div><div>2</div><div></div></div> <div><div>Advertising to the trade or calls directly to customers . . . . .</div><div>3</div><div></div></div> <div><div>Other – Describe . . . . .</div><div>4</div><div></div></div>					<div>Item 10. MERCHANDISE LINES – Continued</div> <table><tr><th rowspan="2">Merchandise lines</th><th rowspan="2">Cen-sus use</th><th colspan="4">ESTIMATES are acceptable. Report dollars OR percents.</th></tr><tr><th>Mil.</th><th>Thou.</th><th>Dol.</th><th>Per-cent</th></tr><tr><td>5. Groceries and other food items for human consumption off the premises (Include candy, gum, packaged snacks, etc. Report vitamins on line 8 and pet food on line 20.)</td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>a. Bottled, canned, or packaged soft drinks</td><td>0108</td><td></td><td></td><td></td><td></td></tr><tr><td>b. All other foods (dry groceries, canned and bottled foods, candy, packaged snacks, bakery products, etc.)</td><td>0113</td><td></td><td></td><td></td><td></td></tr><tr><td>c. Sum of lines 5a and 5b</td><td>0100</td><td></td><td></td><td></td><td></td></tr><tr><td>6. Meals, unpackaged snacks, sandwiches, nonalcoholic beverages generally served for immediate consumption</td><td>0120</td><td></td><td></td><td></td><td></td></tr><tr><td>7. Alcoholic drinks (served at this establishment)</td><td>0130</td><td></td><td></td><td></td><td></td></tr><tr><td>8. Drugs, health aids, beauty aids</td><td>0160</td><td></td><td></td><td></td><td></td></tr><tr><td>9. Paper and related products (Include paper towels, toilet tissue, wraps, bags, foils, etc. Report stationery and computer paper on line 20.)</td><td>0190</td><td></td><td></td><td></td><td></td></tr><tr><td>10. Kitchenware and homefurnishings (include cookware, dinnerware, clocks, pictures, frames, mirrors, bathroom accessories, etc.)</td><td>0380</td><td></td><td></td><td></td><td></td></tr><tr><td>11. Small electric appliances (include mixers; blenders; can openers; toasters; coffee makers; frypans; and personal care appliances, such as hair dryers, curling irons, shavers, etc.)</td><td>0310</td><td></td><td></td><td></td><td></td></tr><tr><td>12. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, sheet music, accessories (include audio tape books)</td><td>0330</td><td></td><td></td><td></td><td></td></tr><tr><td>13. Jewelry (include watches, watch attachments, novelty jewelry, etc.)</td><td>0400</td><td></td><td></td><td></td><td></td></tr><tr><td>14. Souvenirs and novelty items</td><td>0877</td><td></td><td></td><td></td><td></td></tr><tr><td>15. Toys, hobby goods, and games</td><td>0460</td><td></td><td></td><td></td><td></td></tr><tr><td>16. 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Exclude all receipts and commissions received from lottery ticket sales.)</td><td>9900</td><td></td><td></td><td></td><td></td></tr><tr><td>22. TOTAL (Should equal item 4 if reporting in dollars)</td><td>9990</td><td></td><td></td><td></td><td>100%</td></tr></table>					Merchandise lines	Cen-sus use	ESTIMATES are acceptable. Report dollars OR percents.				Mil.	Thou.	Dol.	Per-cent	5. Groceries and other food items for human consumption off the premises (Include candy, gum, packaged snacks, etc. Report vitamins on line 8 and pet food on line 20.)						a. Bottled, canned, or packaged soft drinks	0108					b. All other foods (dry groceries, canned and bottled foods, candy, packaged snacks, bakery products, etc.)	0113					c. Sum of lines 5a and 5b	0100					6. Meals, unpackaged snacks, sandwiches, nonalcoholic beverages generally served for immediate consumption	0120					7. Alcoholic drinks (served at this establishment)	0130					8. Drugs, health aids, beauty aids	0160					9. 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<div>Item 8. METHOD OF SELLING</div> <div>What was this establishment's PRINCIPAL method of selling in 1997? Mark (X) only ONE box.</div> <div>235</div> <div><div>Selling at this establishment . . . . .</div><div>1</div><div></div></div> <div><div>Mail order (include catalog selling and home shopping via television or computer) . . . . .</div><div>2</div><div></div></div> <div><div>Telemarketing . . . . .</div><div>3</div><div></div></div> <div><div>Direct selling (include selling from house-to-house and nonfixed or temporary locations) . . . . .</div><div>4</div><div></div></div> <div><div>Operating merchandise vending machines . . . . .</div><div>5</div><div></div></div>					<div>Item 9. CLASS OF CUSTOMER</div> <div>Report the percentage of this establishment's total sales in 1997 (item 4) to each class of customer.</div> <div>Whole percent of sales</div> <div>237</div> <div>a. General public (household consumers and individuals)</div> <div>239</div> <div>b. Other, including retailers; wholesalers; institutional, industrial, commercial, professional, and farm users (for use in farm production); and government</div>																																																																																																																																																														
<div>Item 10. MERCHANDISE LINES</div> <div>Report sales for each merchandise line sold by this establishment, either as a dollar figure or as a whole percent of total sales. (See HOW TO REPORT DOLLAR FIGURES on page 1 and HOW TO REPORT PERCENTS below)</div>					<table><tr><td rowspan="3">HOW TO REPORT PERCENTS</td><td rowspan="3">If figure is 38.76% of total sales: • Report whole percents Not acceptable</td><td>Mil.</td><td>Thou.</td><td>Dol.</td><td>Per-cent</td></tr><tr><td></td><td></td><td></td><td>39</td></tr><tr><td></td><td></td><td></td><td>38.76</td></tr></table>					HOW TO REPORT PERCENTS	If figure is 38.76% of total sales: • Report whole percents Not acceptable	Mil.	Thou.	Dol.	Per-cent				39				38.76																																																																																																																																												
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1. Packaged liquor, wine, and beer		230	231			232																																																																																																																																																													
a. Distilled spirits (include liquor, brandy, and liqueurs)		0141																																																																																																																																																																	
b. Wine		0142																																																																																																																																																																	
c. Beer and ale		0143																																																																																																																																																																	
d. Sum of lines 1a through 1c		0140																																																																																																																																																																	
2. Cigars, cigarettes, tobacco, and smokers' accessories (exclude sales from vending machines operated by others)		0150																																																																																																																																																																	
3. Books		0420																																																																																																																																																																	
4. Magazines and newspapers		0856																																																																																																																																																																	

If not shown, please enter your 11-digit Census File Number from the address label on page 1					Census File Number																																																																																														
<div>Item 11. SPECIAL INQUIRIES</div> <div>a. What was the estimated amount of excise taxes on items such as gasoline, liquor, and tobacco sold by this establishment in 1997?</div> <div>b. Are excise taxes included in item 4, sales and receipts, on page 1?</div>					<div>Item 14. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION – Continued</div> <div>d. How many establishments operated under the Employer Identification Number shown in the label (or as corrected in item 1) AT THE END of 1997?</div> <div>If more than one, provide the physical location address and other information indicated below for each establishment. The headquarters location should be first, followed by all other locations. If more room is needed, continue in the same format in REMARKS or on a separate sheet of paper.</div> <div>Estimates are acceptable if book figures are not available.</div>																																																																																														
<div>Item 12. Not applicable to this report</div> <div>Item 13. LEGAL FORM OF ORGANIZATION</div> <div>Which of the following best describes this establishment's legal form of organization during 1997? Mark (X) only ONE box.</div> <div>003 1 <input type="checkbox"/> Individual owner (sole proprietorship)</div> <div>2 <input type="checkbox"/> Partnership</div> <div>3 <input type="checkbox"/> Cooperative association (taxable)</div> <div>4 <input type="checkbox"/> Cooperative association (tax-exempt)</div> <div>5 <input type="checkbox"/> Government – Specify</div> <div>0 <input type="checkbox"/> Corporation (Do not mark if any form of cooperative association)</div> <div>9 <input type="checkbox"/> Other – Specify</div>					<div>1</div> <table><tr><td>Name</td><td>1997</td><td>Mil.</td><td>Thou.</td><td>Dol.</td></tr><tr><td>Number and street</td><td>Sales</td><td>081</td><td></td><td></td></tr><tr><td>City</td><td>State</td><td>ZIP Code</td><td colspan="2">Annual payroll</td></tr><tr><td colspan="2">Kind-of-business description</td><td colspan="3">Paid employees for pay period including March 12</td></tr><tr><td colspan="2"></td><td colspan="3">083</td></tr><tr><td colspan="2"></td><td colspan="3">Census use 088</td></tr></table> <div>2</div> <table><tr><td>Name</td><td>1997</td><td>Mil.</td><td>Thou.</td><td>Dol.</td></tr><tr><td>Number and street</td><td>Sales</td><td>081</td><td></td><td></td></tr><tr><td>City</td><td>State</td><td>ZIP Code</td><td colspan="2">Annual payroll</td></tr><tr><td colspan="2">Kind-of-business description</td><td colspan="3">Paid employees for pay period including March 12</td></tr><tr><td colspan="2"></td><td colspan="3">083</td></tr><tr><td colspan="2"></td><td colspan="3">Census use 088</td></tr></table> <div>3</div> <table><tr><td>Name</td><td>1997</td><td>Mil.</td><td>Thou.</td><td>Dol.</td></tr><tr><td>Number and street</td><td>Sales</td><td>081</td><td></td><td></td></tr><tr><td>City</td><td>State</td><td>ZIP Code</td><td colspan="2">Annual payroll</td></tr><tr><td colspan="2">Kind-of-business description</td><td colspan="3">Paid employees for pay period including March 12</td></tr><tr><td colspan="2"></td><td colspan="3">083</td></tr><tr><td colspan="2"></td><td colspan="3">Census use 088</td></tr></table>					Name	1997	Mil.	Thou.	Dol.	Number and street	Sales	081			City	State	ZIP Code	Annual payroll		Kind-of-business description		Paid employees for pay period including March 12					083					Census use 088			Name	1997	Mil.	Thou.	Dol.	Number and street	Sales	081			City	State	ZIP Code	Annual payroll		Kind-of-business description		Paid employees for pay period including March 12					083					Census use 088			Name	1997	Mil.	Thou.	Dol.	Number and street	Sales	081			City	State	ZIP Code	Annual payroll		Kind-of-business description		Paid employees for pay period including March 12					083					Census use 088		
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<div>Item 14. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION</div> <div>a. Is the FIRST DIGIT of your Census File Number (shown in the address label immediately after "CFN") a zero?</div> <div>1 <input type="checkbox"/> Yes – Complete this item</div> <div>2 <input type="checkbox"/> No – Skip to item 15</div> <div>b. Is this company owned or controlled by another company?</div> <div>097 1 <input type="checkbox"/> Yes →</div> <div>2 <input type="checkbox"/> No</div> <div>c. Does this company own or control any other company or companies?</div> <div>098 1 <input type="checkbox"/> Yes →</div> <div>2 <input type="checkbox"/> No</div>																																																																																																			
REMARKS – Please use this space for any explanations that may be essential in understanding your reported data.																																																																																																			
Item 15. CERTIFICATION – This report is substantially accurate and has been prepared in accordance with instructions.																																																																																																			
Period covered by this report		FROM: Mo. Year		TO: Mo. Year		Name of person to contact regarding this report – Print or type																																																																																													
Telephone		Area code		Number		Extension		Title																																																																																											
Signature of authorized person								Date																																																																																											